



F O S T E R
PRINTING SERVICE

A monthly e-Gram from Foster Printing Service
www.fosterprinting.com



Foster Is On The Road!

Come and see the Foster team in Chicago in May. We will be at the PSDA Print Solutions Conference May 17th-19th and the Print Buyers International Print & Media Conference May 19th. These are great opportunities to get ahead of the trends in the industry and learn how Foster can help increase your bottom line!

Contact Us

Gene Toepfer
genet@fosterprinting.com

Foster Printing Service, Inc.
4295 Ohio Street
Michigan City, IN 46360
ph: 800.382.0808 x118



Spice It Up with QR Codes

You may have read about QR codes lately. These are two-dimensional codes (most often in black-and-white but sometimes in color) that you scan or snap with your cell phone camera and that take you to a marketer's Website where you can access content, get discounts, watch videos, and experience a wide variety of marketing content right on your phone.

What's exciting about QR codes is that they grab the viewer's interest at the very moment it is piqued—walking along the street, riding the subway, or reading a magazine. Your customers don't need to go anywhere. As long as they have an Internet-enabled phone, they can snap a picture of the code (users with older phones may need to download a QR reader first) and access the content right away.

But there is more to QR codes than just taking customers to the Web. There are uses that are just gaining the attention they deserve. Let's take a look at a few.

Email: Want people to respond to a promotion by email? When the user snaps the code, this automatically launches the email application and populates the "send to" address with the email address you choose.

Phone number: Want people to respond to a promotion by phone? When the user snaps the code, it displays the phone number and automatically launches a button for the user to dial. No more lost sales because the prospect dialed wrong.

Plain text: Users can access plain text too. They can scan the code to view exclusive portions of an interview or access a discount code. If they are visiting a trade show, they might see a booth number.

Business card: With one snap, you can populate the user's mobile phone contacts with your name, address, phone number, email, and URL.

Calendar: Want to remind users about a scheduled event? Once they snap the code, your event's date and time are stored in their phone. If they have a calendar app, users can select the reminder function so their phone alerts them when your event comes up.

These are some underappreciated ways that QR codes can make your marketing collateral, trade show graphics, manuals, direct mail pieces, and business cards even better! Talk to us about where you might benefit from adding one of these terrific QR code apps to your next marketing campaign.